

MEDIA/PUBLISHING

Tiffany leverages Town & Country's May issue for campaign visibility

April 28, 2017



Lady Gaga for Tiffany & Co., as seen in Town & Country's May 2017 issue

By STAFF REPORTS

U.S. jeweler Tiffany & Co. underscored the "Youth & Beauty" of its campaign ambassadors with five consecutive advertisements placed in the May issue of Hearst's Town & Country.

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Town & Country's May edition, dubbed the Youth & Beauty issue, was dedicated entirely to beauty-focused content from cover-to-cover. Actress Annabelle Wallis graced the cover and supporting ad units appeared from brands such as Louis Vuitton, Bulgari, Dior, Chopard, Chanel and Neiman Marcus, among others.

Beauty in partnership

Tiffany's placement in the May edition of Town & Country is noteworthy for the lifestyle publication as it is the first time in its history that an ad partner has taken out five consecutive pages.

The jeweler promoted a range of collections within the ads that it placed adjacent to section openers for May's "From the Archive," "Social Network," "Out & About," "Style Spy," and "Bright Things."



Lupita Nyong'o for Tiffany & Co., as seen in Town & Country's May 2017 issue

By running consecutive ads in Town & Country, Tiffany was able to achieve visibility throughout the issue as well as promote its new creative for the launch of the HardWear collection.

Tiffany's "Some Style is Legendary" campaign features singer Lady Gaga and actresses Lupita Nyong'o and Elle Fanning.

Lady Gaga is the face of Tiffany's HardWear collection, a role that was announced ahead of Super Bowl LI on Sunday, Feb. 5. Tiffany debut the fashion jewelry collection during a 60-second television spot premiering during the football game ([see story](#)). The Lady Gaga-fronted ads were placed at the opening of From the Archive and the Social Network.



Elle Fanning for Tiffany & Co., as seen in Town & Country's May 2017 issue

The Lady Gaga Tiffany HardWear campaign is part of the Grace Coddington-produced "Legendary Style" campaign, which features Ms. Nyong'o and Ms. Fanning([see story](#)).

Ms. Nyong'o models the Tiffany T collection ahead of Town & Country's Out & About and Style Spy sections while Ms. Fanning wears the jeweler's diamond jewelry in the ads at the start of the Bright Things.